

# Comparisons of Job Characteristics

**Focus Occupation:** Sales Managers (11-2022)

**Associated Occupation:** Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)

Compare Knowledge

Compare Skills

Compare Abilities

Compare Detailed Work Activities

Compare Tools and Technologies

<<	Focus occupation element is much lower
<	Focus occupation element is lower
0	Focus occupation element is at a similar level
>	Focus occupation element is at a higher level
>>	Focus occupation element is at a much higher level

## Knowledge

Similarity of Focus Occupation to Associated Occupation: 90

**Focus Occupation:** Sales Managers (11-2022)

**Associated Occupation:** Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)

Associated Occupation's Key Knowledge Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Sales and Marketing	5.2	19.9	21.6	0	Current knowledge level may be sufficient
Customer and Personal Service	11.3	17.1	17.8	0	Current knowledge level may be sufficient
Mathematics	9.2	14.2	11.2	<<	Extensive education and/or training may be required
Administration and Management	8.4	12.6	14.7	>	Current knowledge level is likely sufficient
Economics and Accounting	4.4	9.7	9.8	0	Current knowledge level may be sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

## Skills

Similarity of Focus Occupation to Associated Occupation: 81

**Focus Occupation:** Sales Managers (11-2022)

**Associated Occupation:** Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)

Associated Occupation's Key Skills Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Speaking	10.8	13.8	15.1	0	Current skill level may be sufficient
Active Listening	11.0	13.7	13.7	0	Current skill level may be sufficient
Negotiation	6.8	12.3	12.0	0	Current skill level may be sufficient
Persuasion	7.4	12.3	14.2	>	Skill level is likely sufficient
Social Perceptiveness	9.1	11.6	14.6	>	Skill level is likely sufficient
Service Orientation	7.9	10.7	12.6	>	Skill level is likely sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

Abilities		Similarity of Focus Occupation to Associated Occupation: 91			
Focus Occupation: Sales Managers (11-2022) Associated Occupation: Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)					
Associated Occupation's Key Abilities Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation	
Oral Expression	12.4	14.9	15.0	0	Current ability level may be sufficient
Oral Comprehension	12.5	14.4	15.7	0	Current ability level may be sufficient
Speech Clarity	10.2	13.1	14.0	0	Current ability level may be sufficient
Speech Recognition	9.9	12.8	13.2	0	Current ability level may be sufficient
Written Comprehension	11.0	12.3	12.5	0	Current ability level may be sufficient
Written Expression	9.8	11.1	13.6	>	Current ability level is likely sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

Activities that Both Occupations Have in Common		Similarity of Focus Occupation to Associated Occupation: 88
Focus Occupation: Sales Managers (11-2022) Associated Occupation: Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)		
Work Activities	Exclusivity of Activity	
Advise clients or customers	19	
Advise retail dealers in use of sales promotion techniques	95	
Analyze sales activities or trends	74	
Conduct sales presentations	75	
Identify best product for customer's needs	92	
Provide customer service	14	
Resolve customer or public complaints	54	
Use knowledge of sales contracts	80	
Use knowledge of written communication in sales work	69	
Use product knowledge to market goods	80	
Use sales techniques	75	

Not all positions in these occupations will necessarily perform all of the listed activities. The exclusivity rating is an indication of how unique the activity is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations engage in that activity.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

## Tools and Technologies that Both Occupations Have in Common

Similarity of Focus  
Occupation to Associated  
Occupation: 88

**Focus Occupation: Sales Managers (11-2022)**

**Associated Occupation: Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)**

Tools and Technologies	Exclusivity
Business function specific software	1
Computers	1
Content authoring and editing software	1
Data management and query software	1
Information exchange software	1
Network applications software	1

Not all positions in these occupations will necessarily use all of the listed tools and technologies. The exclusivity rating is an indication of how unique the tool or technology is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations use that tool or technology.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.